

ABSTRACT

A system and method for distribution targeted advertisements over a communication network such as by email to a set of users or subscribers. The system includes a database of demographic information on the users, and an order processing component which receives and processes demographic queries, to determine a set of users in the database which match the query. An email service provider sends the targeted advertisements out to each user and an accounting component, receives information regarding the users' receipt of the targeted advertisement. The system is highly scalable and fault tolerant due to features such as distributed processing and system logging. The system also allows interactive querying of the database to determine demographic queries and sets of users who match each query. Therefore the system and method provides efficient distribution and tracking of targeted advertising

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